



Cathy Ellis

Directorate mtg 3/8/96

AMY WHEELOCK

## Needs

- ① Understanding of Process,  
Parts, who to call
- ② More in pipeline
- ③ More brought to  
visibility
- ④ Technology push \*
- ⑤ More synergy w/  
international
- ⑥ productivity discussing  
decisions

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- New ideas come from
- Competing
  - International
  - Tech Push
  - Mkt pull
    - Consumers
    - Regularity

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Workshop -

New products pro as  
workshop

Who: Mktg Personnel  
Other?

Offer on a regular basis  
- presentations  
- who to call  
who's in charge

Hologram - Scientific  
Affairs

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Content - of workshop

① NPP - - steps  
- what happens  
in each step & why  
- who's accountable

② how a c/c works

③ Technology update

④ Regulatory update

⑤ Ops tools

⑥ Project Leadership  
- monitor

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Historically -  
Market Pull

We need  
Tech Push

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Cig Tech  
Product development

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Domestic Cig TECH —  
Yatralis, mgr

① Mkt driven leader  
Sprinell

② ~~Ops~~ operations driven  
leader  
Rockwell

③ Technology driven  
leader  
Newman

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